

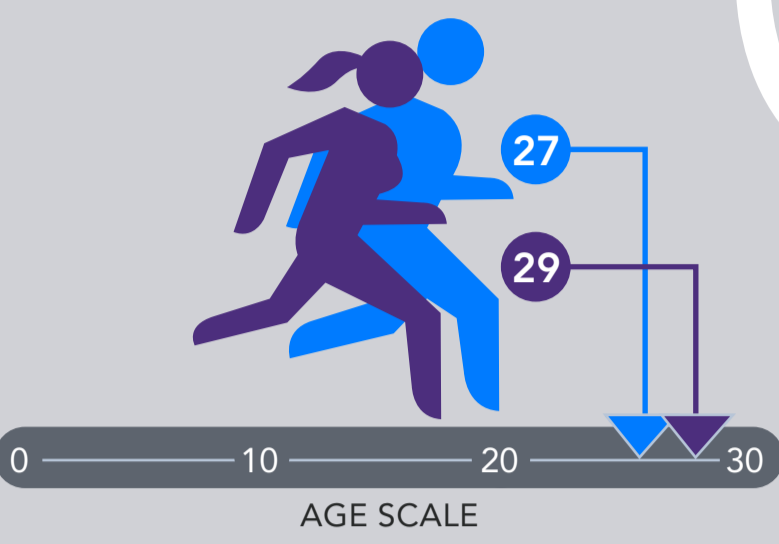


RUNNING SEASON IS HERE!

Temperatures are rising and your activity level should be, too! The good news? There are literally **millions of races & events** worldwide to keep you focused, motivated and feeling supported. Whether you'd like to give your first 5K a go or you're looking to set a new marathon PR this year – use the engaging facts & figures below to **get inspired**, learn about fellow runners in the Runtastic Community and consider what personal challenges (races or otherwise) you might like to commit yourself to this running season.

Ready... Set... GO!

Statistically, **men run their fastest marathon at age 27; women at 29.**¹



Listening to music while running can boost performance by up to

15%.²



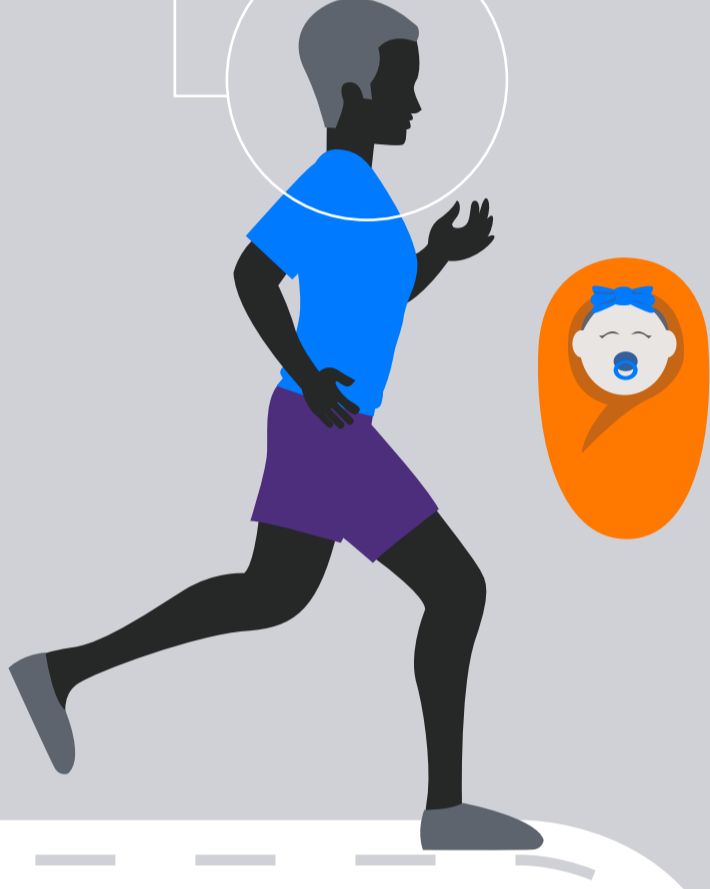
The fastest half marathon (female) in the world was run by **Florence Jebet Kiplagat** in **1:05:12.**³

The fastest marathon (male) in the world was run by **Dennis Kipruto Kimetto** in **2:02:57.**³

Male runners covering more than **30 miles** a week are likely to conceive girls.⁴



In 2013, over **42 million** Americans ran **six or more days per week.**⁵



44.6 million pairs of running shoes were sold in the United States in 2012, totaling **\$3.04 billion!**⁶

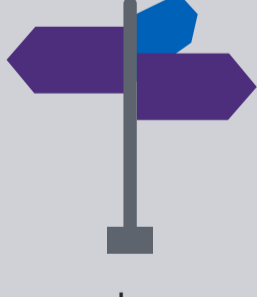
The **London Marathon** is the Guinness World Record's largest annual fundraising event in the world. Since its launch, runners have raised more than **£500 million** for charity!⁷



The average 10K time for Runtastic users is **56 min. 19 sec. for men** and **63 min. 06 sec. for women.**



The average HM time for Runtastic users is **1 hour 54 min. for men** and **2 hours 6 min. for women.**



Runtastic users have created over **1.65 million** Routes to share within the Runtastic Community. **#sharingiscaring**



Over **90%** of Runtastic runners report a positive mood after their running activity. **Hooray for happiness!**



The most popular Runtastic Training Plan for running is working up to **30 minutes** of running in 6 weeks.



In 2014, our users burned **45, 567, 624, 170 calories** while running! Yes... **That's BILLIONS.**



Sources

1. <http://news.health.com/2014/06/04/7-surprising-facts-about-running/>
2. <http://www.theguardian.com/lifeandstyle/2012/apr/22/does-music-help-you-run-faster>
3. <http://www.iaaf.org/records/by-category/world-records>
4. <http://www.realbuzz.com/articles/5-shocking-running-facts/>
5. <http://www.forbes.com/sites/aliciajessop/2014/08/28/>
6. <http://www.runnersworld.com/general-interest/participation-shoe-sales-keep-increasing>
7. <http://www.runnersworld.co.uk/news/26-fascinating-london-marathon-2014-facts/11327.html>